



KSHB-TV

ORDER

Print Date 08/31/12

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Flight Dates **09/04/12-09/05/12**

Contract / Revision **309845 /**
Original Date / Revision
 08/31/12 08/31/12
Advertiser **Nixon / Democrat / Govern**

Product
Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **9.4-9.5**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	8	\$4,313.75	\$5,075.00	0.00	08/27/12	09/05/12	8	\$4,313.75	\$5,075.00
Totals	8	\$4,313.75	\$5,075.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/04/12	09/05/12	Today Show Today Show	CM	7-9a	- 11 - - - -	:30	2	\$525.00	P-2	0.00 NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- 11 - - - -		2		\$525.00		0.00				
N 2	KSHB	09/05/12	09/05/12	M-F Late News M-F Late News	CM	10-1035p	- - W - - - -	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - W - - - -		1		\$1,000.00		0.00				
N 3	KSHB	09/04/12	09/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	- 11 - - - -	:30	2	\$550.00	P-1	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- 11 - - - -		2		\$550.00		0.00				



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Contract / Revision **309845** Flight Dates **09/04/12-09/05/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **9.4-9.5**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	09/04/12	09/05/12	NBC Action News at 6p	CM	6-630p	- 11 - - - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00	
				NBC Action News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- 11 - - - -					2	\$800.00		0.00				
N 5	KSHB	09/05/12	09/05/12	M-F 1035-1135p	CM	1035-1135p	- - W - - - -	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00	
				Tonight Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - W - - - -					1	\$325.00		0.00				